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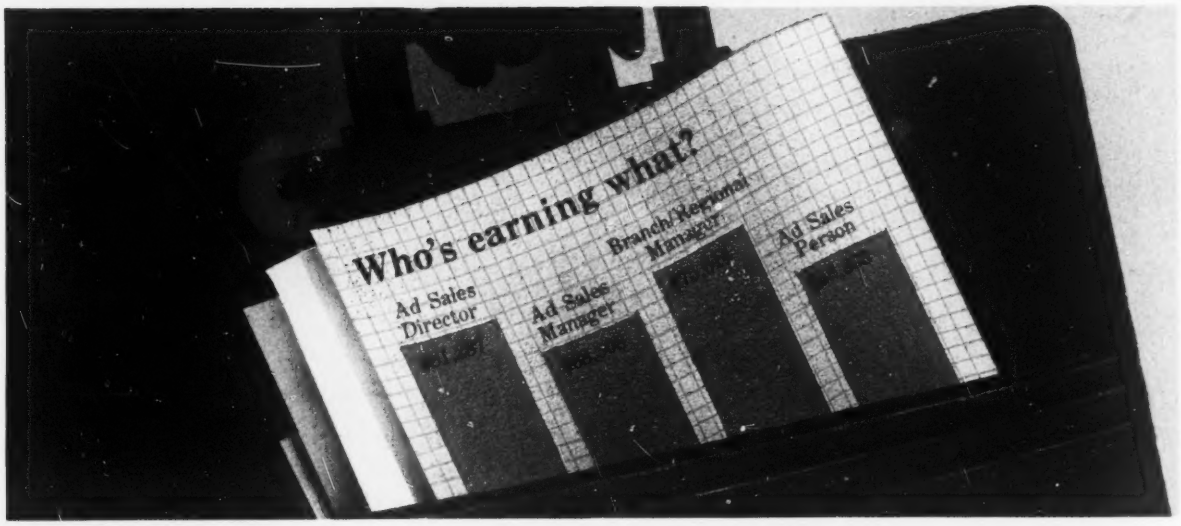

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UPDATE

Paper: Buyers' market predicted into 1987

Ample supply and stable prices are foreseen by buyers; some producers contend tightening is near

New York City—The soft market for coated paper that resulted in an unusual 5 percent to 6 percent cut in prices last quarter will continue unabated for the balance of 1986 and probably into 1987, if the expectations of a number of paper buyers are borne out.

The buyers point to several converging forces that are likely to keep paper abundant and affordable: Advertising as yet has not rebounded much from last year's doldrums; foreign paper continues to flow into the country; and substantial new coated paper capacity is due to come on line from three mills later this year.

Publishers' and printers' confidence that the market will remain soft is apparent in their buying patterns now. With paper readily available—it can be gotten in a week or less on demand—inventories are being kept relatively low. "We're now buying on a replacement basis," says Mark Eisner, director of paper purchasing for CBS Magazines, echoing the strategies of several other executives who spoke to FOLIO:. The bulk of the "inventory adjustment" period—when buyers

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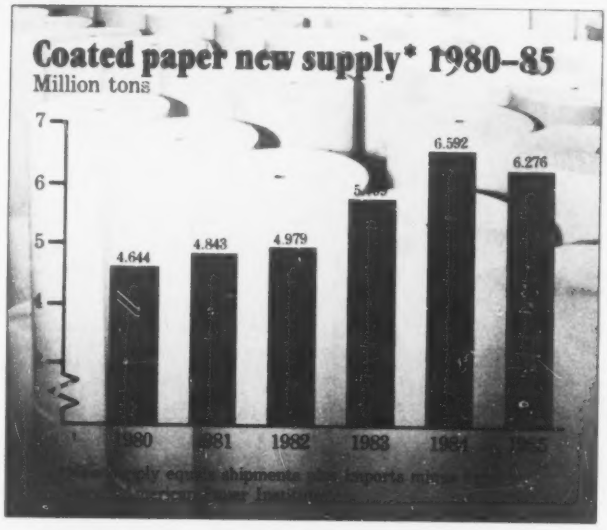

***Shipments** of coated paper shrank by 315,500 tons in 1985 after skyrocketing in 1984—the peak of the paper panic. With the economy looking better than expected, paper manufacturers predict the market will tighten slightly, though buyers are not worried.*

Final '85 PIB ad totals: 4.5% revenue gain; 3.3% page loss

Women's and general interest titles fared best in lackluster year

New York City—Seven out of nine magazine categories studied by the Publishers Information Bureau (PIB) showed increases in ad revenue in 1985 as compared with 1984, despite ad page losses in eight of the categories.

Total ad revenues for PIB's 142 members rose by 4.5 percent, to a record $4,919,948,259.

Total ad pages, however, dropped by 3.3 percent, to 152,565.73. It was the first time since 1982 that total ad pages declined, but the figure was still the industry's second highest ever. The record growth year of 1984 (total pages up 8.5 percent; revenues up 16.5 percent) proved a hard act to follow. The only category showing ad page growth in 1985 was youth; and this consists of one magazine, *Boy's Life* (+4.3 percent).

The women's category showed the

greatest gain in ad revenues (+7.6 percent) and the smallest drop in ad pages (−0.6 percent). Of the 21 magazines in the category, nine had increases in ad pages. The most successful women's publication was *New Woman*, which posted a 44 percent gain in revenue and a 20.4 percent gain in ad pages. On the other end of the scale, *Ms.* magazine experienced a revenue drop of 11.2 percent and an ad page decline of 15 percent.

The second strongest category was general interest magazines, whose ad sales rose 7.5 percent in 1985. Ad pages for these publications fell only 1.6 percent, the second lowest decrease. The two big winners in this category were *Consumers Digest*, with a 131.4 percent growth in revenue and a 105.8 percent jump in pages, and *Sylvia Porter's Personal Finance*, which increased 113 percent in revenue and 35.5 percent in pages.

The "outdoor and sports" and "home" categories were the third and fourth highest in ad revenue gains, with increases of 6.2 percent and 4.4 percent, respectively. In the home category, *Country Living, Home* and *New Shelter* distinguished themselves by increasing ad revenue by around 30 percent each. *1001 Home Ideas* stood out with a hike in ad pages of 18.2 percent, compared with a decline of 2.9 percent in the home category as a whole.

One of the stellar categories of 1984—"fashion and service"—showed only moderate revenue growth (+4.2 percent) in 1985, coupled with a decline in ad pages of 5.6 percent. Ad pages for all of the magazines in this group were down, although *New Body* logged an increase in ad revenue of 49.3 percent.

Ad revenue growth for weekly and biweekly magazines was an unspectacular 3.3 percent. *Rolling Stone*, however, did well, increasing revenue 31.3 percent and ad pages 8.6 percent. Its sister publication, redesigned *Us* magazine, posted a 14.8 percent page jump.

The largest drop from the previous year was suffered by the business magazine category, which incurred a 1.3 percent loss in ad revenues last year, compared with a gain of 23.7 percent in 1984 (making it the leading category that year). *Financial World* went against the grain, however, gaining 44.5 percent in ad dollars and 33.4 percent in pages.

The "mechanics and science" category had a revenue decline of 4.5 percent and a page drop of 8.1 percent.

Ad pages were also down 5.9 percent for newspaper supplements, (*New York Times Magazine, Parade* and *USA Weekend*), although ad dollars for that category rose 12.8 percent. PIB does not include newspaper supplements in its ranking of magazines; if it did, *New York Times Magazine* would rank first in ad pages and thirteenth in ad revenue for 1985.□

Magazines ranked by advertising pages: 1985

1985 rank	1984 rank	Publication	Pages	% change from 1984
1	1	*Business Week*	4,214.48	-15.2%
2	2	*People*	3,865.68	-4.9
3	3	*Forbes*	3,711.32	-3.2
4	4	*TV Guide*	3,670.12	-3.4
5	6	*Fortune*	3,272.88	-6.1
6	7	*Vogue*	3,245.53	-6.4
7	10	*New York Magazine*	3,150.98	5.5
8	5	*The New Yorker*	2,996.80	-15.3
9	8	*Sports Illustrated*	2,785.58	-8.1
10	9	*Newsweek*	2,714.17	-9.8%

Source: Publishers Information Bureau

***Rankings changed little** or not at all for most of the PIB magazines that are among the top 10 in ad pages, but fully nine of the 10 showed declines in pages in 1985 as compared with 1984.* Business Week *held its first place ranking, despite experiencing one of the largest percentage decreases.* The New Yorker *dropped three places in the rankings as rival* New York Magazine *gained three.*

Magazines ranked by advertising revenue: 1985

1985 rank	1984 rank	Publication	Revenue	% change from 1984
1	1	*Time*	$346,570,072	3.3%
2	2	*TV Guide*	313,974,692	3.2
3	4	*People*	250,758,531	7.7
4	3	*Newsweek*	247,078,753	0.0
5	5	*Sports Illustrated*	237,353,845	2.9
6	6	*Business Week*	169,099,552	-8.5
7	8	*Family Circle*	145,787,554	11.5
8	7	*Good Housekeeping*	142,376,138	6.8
9	9	*Better Homes and Gardens*	123,262,145	-2.3
10	11	*Fortune*	$115,743,456	3.6%

Source: Publishers Information Bureau

***Growth leaders** in ad revenue among the top 10 were* Family Circle *and* People, *each of which improved its ranking by one position in 1985.* Good Housekeeping *ran a close third, but other gains were only in the 2 percent to 3 percent range.* Business Week *and, to a lesser extent,* Better Homes and Gardens, *lost ground.*

Meredith restructures; splits publishing group

Citing anticipated growth, and no doubt reflecting in part its recent purchase of *Ladies' Home Journal*, Meredith Corporation has split its publishing group into two operating groups—one for magazines and one for books.

The corporation's board of directors also created a new position, execu-

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Paper buyers say there may be more spot discounting, but no more price cuts this year

worked off supplies purchased in the heat of the shortage panic—appears to be over, though there is some talk that excess paper is still sitting in warehouses.

"It seems to be a mixed bag on inventories. We've had some customers cutting us back now and next month to reduce inventories; others are not," reports Ted Robinson, vice president of sales for Champion International, the largest North American producer of coated groundwood.

Producers see tightening

Robinson and other producers contend that the market will tighten somewhat, and soon. There has already been a pickup in the number of tons of paper shipped this year, one manufacturer says. He believes that all of the economic signals, including the stable inflation rate; falling oil prices; and general optimism about business conditions, point to an upsurge in the third and fourth quarters. Because many buyers are operating on thin inventory margins now, a slight increase in demand can quickly turn into 30-day backlogs for paper, he points out.

Buyers, however, tend to believe otherwise. "I don't have any bright news in terms of increasing [advertising] business," says one publishing executive. Gertrud Borschardt, director of manufacturing at Times Mirror, says she believes the market will remain soft this year, but she is also wary of becoming overconfident when it comes to the notoriously cyclical paper business. She is building her paper inventory slightly, after having kept it very low for the last half of 1985.

"One of the fears I have," she says, "is [a repeat of] 1983. When the market turned, people put in double orders. Now, if that should happen—and I don't think it will—we're in O.K. shape."

Labor negotiations to take place at a number of mills this year are one source of concern to paper buyers. "Right now the labor situation is such that a strike is possible, while it wasn't last year," Borschardt asserts. She feels any threat of tightening supply is linked to the uncertain labor situation.

Whether prices will remain at current levels for the rest of the year also leaves room for speculation. The sharp turnaround in demand for coated groundwood led to last quarter's across-the-board price cuts. By February 1, all the major mills had announced lower list prices for no. 5 coated paper. The cuts, generally from $30 to $50 a ton, amounted to discounts of about 6 percent. The announcements basically formalized the spot discounting and deal-making that had become widespread in the industry by late 1985 as mills sought to hold customers in an increasingly soft market, according to industry participants.

While buyers say there may be more spot discounting and individual deal-making, many do not expect the mills to make another official price cut this year. Once the first mill announced its lower list price, all the mills followed suit, as they usually do, in order to protect their market share, notes Joel Reiss, director of materials at *Newsweek*. "Now they're all back to the same share at lower prices. Unless there's a major upsurge in business, prices will stay the same through the end of the year," he predicts.

However, another executive suggests that the mills might be forced into lowering prices again when additional new capacity comes on line later this year from machines at International Paper, Bowater and Repap in Canada.

"If the economy doesn't change, all that additional paper may force prices down," says David Mayer, special projects director at Harcourt Brace Jovanovich.

Still soft in '87?

Although buyers and producers alike are loathe to make predictions about the paper market, the general feeling about next year is that paper will probably remain abundant. Even more new capacity is coming on line in '87, so the market will have to absorb that paper as well. At CBS, the thinking is that the only way the market will tighten then is if there is significant growth in the economy or if a new type of printed product that requires coated paper comes on line.

As for economic expansion, CBS's Eisner believes that growth will be gradual, rather than dramatic. "Whatever can't be supplied by domestic sources can be supplied by foreign. The paper market is a world market now," he comments.

On the question of new competition for coated paper, one product that CBS is watching carefully is the experiment at *The Los Angeles Times* and *The San Francisco Examiner*, which last year turned their Sunday supplements into magazines printed on coated paper. If more major newspapers do the same—and he believes *The Washington Post* is considering it—then the added demand may be enough to cause the paper market to tighten again.□

CBS exec: Publishers should clean up their single-copy act

Stop viewing newsstand sales in isolation, playing 'costly games,' urges Alexander

New York City—Publishers are contributing to their own declines in single-copy sales by not treating single-copy circulation as an integral part of their overall operations and by failing to communicate their needs to others in the distribution chain, in the opinion of Bob Alexander, senior vice president, circulation, CBS Magazines.

Speaking at the Direct Marketing Association's Circulation Days '86 conference, Alexander noted that, in 1985, the number of magazine copies shipped declined by 4.6 percent, the number sold dropped 7.4 percent and total dollar sales suffered a 1.7 percent fall off, when all single-copy titles except *TV Guide* are accounted for. In addition, sell through declined to 50.0 percent, as compared with 51.5 percent in 1984.

To compensate for single-copy losses, some publishers have resorted to what Alexander terms "costly games." These include using less profitable subscription sources, tightening advertis-

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Handling. After some dickering, last year's ad rate for the insert came to $16,650 for a four-color, full page; this year's rate is $17,650.

The ad supplement will appear in the May issue of *Modern Materials Handling* and the May 12 issue of *Fortune*. The insert will also be distributed at four trade shows to be held later this year.

The cooperative insert is aimed at reaching senior executives represented by *Fortune*'s circulation and the operational managers and engineers who read *Modern Materials Handling*.□

Ad production expenses for spreads on the rise

But advertisers are spending less to produce one-page ads

New York City—In the last two years, average expenses associated with producing one-page ads have declined, but the average production expenses for ad spreads have sharply increased, according to a survey conducted by Trout & Ries Advertising.

The survey found that, in 1985, the average cost of producing a one-page black-and-white ad was $2,960, 13 percent less than the average for 1983. In contrast, the average production cost on a black-and-white spread in 1985 was $7,180—almost 42 percent more than in 1983.

The average cost of producing a one page four-color ad in 1985 was $8,650, 4.4 percent lower than the average for 1983, while a four-color spread ran $13,455—an increase of 9 percent.

Steve Rivkin, executive vice president at Trout & Ries, notes that the survey, which was completed by about 80 of the 200 advertisers who were approached, did not attempt to determine the dollar amounts of individual items such as layout charges, photography, models, typesetting and agency commissions.

However, he believes that the costs of spreads have gone up because more exotic and expensive techniques are being used in such ads.

With the proliferation of gatefolds, inserts and multiple page ads now in magazines, some advertisers believe that more than a simple spread is needed to grab the reader, Rivkin explains. Seeking more "punch" for their spreads, the advertisers are spending money on extras such as helicopters for photographers, and fancy retouching.

Costs on one-page ads haven't gone up, Rivkin reasons, because advertisers who want splashy ads tend to run at least a two-page spread. With the splashy and thus expensive treatment going to spreads, one-page ads now tend to be more basic and therefore less expensive to produce, Rivkin believes. He notes that he has recently been seeing more one-page ads that are all type.

But the need to stand out in a cluttered medium is also blamed for the rise in production costs on television commercials. With the advent of cable stations, home videotape use and fears over the "zapping" of commercials, many advertisers are spending more on such production values as actors and special effects in an effort to hold viewers' attention.

A study by the Association of National Advertisers found that in 1984 production charges for 30-second spots averaged $199,000. The costs increased at a rate of about 15 percent per year between 1979 and 1984, according to the study.

Tony Lunt, ANA's vice president of communications, says that there is no reason to believe that the costs didn't go up by at least another 15 percent in 1985.□

Average ad production costs

	1979	1981	1983	1985	Percent change 1983-85
One-page black-and-white	$ 3,195	$ 2,830	$ 3,410	$ 2,960	-13.2%
One-page four-color	7,715	7,740	9,045	8,650	-4.4
Two-page black-and-white spread	5,480	5,180	5,065	7,180	41.8
Two-page four-color spread	$10,175	$10,950	$12,310	$13,455	9.3%

Source: Trout & Ries Advertising

Standing out in the crowd: *Advertisers who buy spreads also tend to be willing to spring for expensive, eye-catching production techniques. This may account for the rise in production costs for spreads, says Trout & Ries Executive Vice President Steve Rivkin.*

Print brokers association formed

The recent establishment of a trade association for print brokers should indirectly benefit publishers who use, or would like to use, such brokers, claim the group's officers.

It will be a policy of the new Printing Brokerage Association, for example, that members sign and abide by a code of ethics, says association Vice President Jackie McWilliams.

Open to brokerage firms, printing firms and other industry-related organizations, the association says it has close to 75 members, about 50 of whom are brokers. The nonprofit association is based in Arlington, Virginia.

One of its first priorities will be to educate brokers and printers as to what services each provides. The association will also work to improve the overall image of brokers.

McWilliams notes that in the past, a few disreputable brokers gave the entire profession a bad name among printers. As a result, many printers are leery about brokers, who've earned a reputation for not paying their bills, she says.□

Computer-equipped freelance writers benefiting magazines

Typesetting, editing labor-savings making electronic transmission capability a valuable contributor asset

New York City—When New Jersey-based freelance writer Jeff Cohen decided to buy a personal computer last fall for word processing, he did so partly because C.E.S. Publishing Corp., for which he frequently writes, was establishing a system to receive transmissions over the phone.

It turned out to be a match made in heaven. Cohen began sending his stories over the phone lines, and could dispense with trekking into Manhattan to drop off his stories, thereby saving himself considerable time and expense. (He might have mailed in his stories, but he too often finds himself working right up to deadline.)

Cohen and C.E.S. Publishing are among a growing number of freelance writers and publishing companies linking up their computer systems so that freelance materials can be sent electronically rather than by mail or via personal delivery. According to those involved, everyone benefits. Freelancers have a simple, automatic way to deliver their stories. Editors get copy faster, can edit it more easily and thoroughly on the computer screen and can readily see how it will look in typeset form. But perhaps the biggest beneficiary is the typesetting department; one typesetter told FOLIO: that receiving freelance material electronically speeds up the typesetting process 300 percent to 400 percent by eliminating the need to keypunch and then proofread manuscripts.

The typesetter is often the initial recipient of material sent electronically by freelancers. In C.E.S. Publishing's case, freelancers like Cohen, as well as staff editors based on the West Coast, hook up their modems and send their material to systems manager Andy Moss, who files the information. Editors then call up the stories on their personal computers at their convenience, do the editing, get a print-out that shows how the stories will look in typeset form, decide how long they want them to be and send the finished product electronically back to Moss for final typesetting.

Cohen says that he keeps a record of any story submitted electronically in his computer's memory, and erases it upon publication.

Is there a problem accepting material from freelancers with different computers or word processing programs? Moss calls it a "slight" problem, which he gets around by creating what he terms a "translation table" for each freelancer. The table converts the freelancer's keystrokes into equivalent keystrokes on Moss's typesetting terminal.

System still growing

Having been in operation for just several months, to date C.E.S. Publishing's system for receiving electronic transmissions includes only Cohen and one other freelancer in addition to the four West Coast editors. "We're still growing, and the number of freelancers should increase," Moss says.

But whether that number does increase may be out of Moss's hands. Because he doesn't have personal contact

55% of weekly publications delivered late

Publication delivery box score: Weekly publications, July-December 1985

City	On time	One day late	Later
Average*	**45%**	**28%**	**27%**
Boston (Area 021)	43	31	26
New York (Area 100)	49	26	25
Buffalo	48	36	16
Pittsburgh	43	31	26
Philadelphia	25	31	44
Washington, D.C.	48	29	23
Atlanta	37	29	34
Miami	50	30	20
Memphis	37	32	31
Cincinnati	42	34	24
Detroit	60	26	14
Milwaukee	56	32	12
Minneapolis	53	30	17
Chicago	65	27	8
New Orleans	19	21	60
Dallas	39	38	23
Houston	23	31	44
Denver	23	34	43
Los Angeles	57	26	17
San Francisco	62	18	20
Seattle	48%	24%	28%

*Including other U.S. cities and SCFs not listed
Data based on experience of 27 weekly business and consumer publications accounting for 150,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.
Source: Red Tag News Publications Association, Inc.

The percentage of weekly publications delivered late decreased to 55 percent during the last six months of 1985, from 61 percent during the first six months of 1985. During the last half of 1984, 57 percent were delivered late.

in a catalog advertiser's shipments to customers.

Subscription order cards attached to small displays or bulletin boards—"take one" cards—can be another good source of low-cost orders, if placed in logical locations, such as trade association bulletin boards. Other examples: promotions for engineering magazines placed in faculty and student lounges at engineering schools; promotions for retailing magazines placed in the buying offices of merchandising centers. "If you can keep your name in view, you'll pick up impulse orders, as well as those people who, for one reason or another, just aren't very responsive to direct mail offers," says Tyson.□

Halftone gravure thriving

$300,000 in pre-press costs saved annually by *Better Homes*

New York City—Introduced in the United States four years ago, the halftone color separation process has become the biggest success story in gravure printing since the introduction of mechanical cylinder etching, according to Dale Schenkelberg, director of production at Meredith Corporation.

Halftone gravure has cut pre-press costs on *Better Homes and Gardens* by $300,000 per year, Schenkelberg said during a report delivered at a Spectrum color control conference sponsored by the Graphic Communications Association. As opposed to the old continuous tone gravure, halftone gravure, he explained, cuts the time and expense needed to manufacture and handle color separations, tends to require fewer expensive cylinder corrections and results in more accurate proofs.

Schenkelberg said his discussions with colleagues at other magazines indicated that they don't have to reject as much submitted film with halftone gravure, and they don't have to run as many make-goods for poorly reproduced ads.

Like most gravure publications, *Better Homes* now only accepts halftone films manufactured in accordance with the new Group VI ("universal film") halftone standards. Adherance to the standards allows an advertiser to prepare one set of separations for both offset and gravure magazines.

As to how halftone gravure universal film is viewed by advertisers, Thomas J. Cochrane, senior vice president and director of advertising services at J. Walter Thomson USA, said: "What's not to like?" The new universal film is less expensive and results in more accurate proofing, he agreed.□

80% of monthlies delivered late

Publication delivery box score: Monthly second class publications, October-December 1985

City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	**4%**	**16%**	**66%**	**14%**
Boston (Area 021)	3	17	69	11
New York (Area 100)	3	22	67	8
Buffalo	16	18	55	11
Pittsburgh	0	16	72	13
Philadelphia	0	2	36	62
Washington, D.C.	6	21	54	19
Atlanta	4	13	70	13
Miami	15	34	47	4
Memphis	0	2	88	10
Cincinnati	8	19	65	8
Detroit	2	4	74	20
Milwaukee	5	12	65	18
Minneapolis	0	22	71	7
Chicago	3	10	78	9
New Orleans	3	0	84	13
Dallas	4	16	68	12
Houston	5	8	75	12
Denver	5	17	74	14
Los Angeles	0	17	62	21
San Francisco	3	25	62	10
Seattle	10%	31%	49%	10%

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

There was a slight improvement in postal delivery of monthly second class publications during the fourth quarter of 1985 as the percentage of publications delivered late decreased to 80 percent, from 84 percent in the third quarter of the year, according to the Red Tag News Publications Association. During the second quarter of the year, 79 percent of monthlies were delivered late.

Proof comparator updated

To provide a better tool for evaluating color proofs, the Graphic Communications Association and Graphic Arts Technical Foundation is updating its proof comparator, a device used mainly by color separators and ad agencies, but also designed for use by publishers and printers.

The comparator is being modified so that it will be in agreement with the revised SWOP standards that are about to be released, Anthony Stanton, a GATF quality control specialist, explained at the recent GCA Spectrum color conference in New York City.

Like the first GCA/GATF proof comparator introduced in the fall of 1984, the new comparator consists of a set of separation films which includes such elements as gray balance bars, tint patches and a four-color pictorial.

Perhaps the biggest change is that on the new comparator the screen rulings have been increased from 120 lines per inch to 133 per inch, the ruling most often used today. Another change sees the maximum total tone

density patch going from 280 percent to 300 percent, in accordance with the higher density to be allowed under the revised SWOP standards.

Tint levels are now also given at 25 percent, 50 percent and 75 percent dot levels instead of at 10 percent and 40 percent levels. The 50 percent is designed for monitoring dot gain, a topic that recently has garnered increased attention in the industry and in the SWOP standards.

To use either the old or new comparator, the comparator films are stripped in along the edge of a flat containing films for an ad. The operator then makes an off-press proof of the entire flat.

The comparator area on the proof can then be compared to a reference proof of the comparator to make sure they match. If they don't, the inspector will know that something went wrong with the proofing process. Stanton notes that without a comparator there is no way to tell whether an ad proof looks bad merely because of a variation in the proofing process or because the separation itself was bad.

The new comparator can be obtained at a cost of $35 for GATF and GCA members or $70 for nonmembers from the Order Department, Graphic Arts Technical Foundation, 4615 Forbes Avenue, Pittsburgh, Pennsylvania, 15213.□

More titles sold on campus

College stores are broadening selections; women's lifestyle titles most widely carried

Westbury, N.Y.—College stores that sell magazines are carrying a wider selection of titles than ever before, according to *College Store Executive*'s 1985 survey of college store managers.

Four of the 12 categories of magazines included in the survey were for the first time carried by more than 90 percent of the college stores that sell magazines. They are women's lifestyle (carried by 97.2 percent of the stores), arts, entertainment/humor (94.9 percent), business and news (93.8 percent) and sports/outdoor and cars (90.9 percent).

The survey also reveals that nearly 53 percent of all college stores stock magazines. Of the top 500 stores (in dollar volume), 77 percent carry magazines, while 46 percent of the remaining, standard-size stores (which number around 2,500) do so.

"The number of stores that carry magazines has remained steady over the years," says Catherine Orobona, editor of *College Store Executive*. But those that do "are expanding their selections to include a wider variety of titles." Whereas college stores were once content to stock *Cosmopolitan*, *People*, *Newsweek* and *Time*, she adds, they are now adding titles such as *Omni*, *Redbook* or *Woman's Day*. The reason for this trend, says Orobona, is that students are increasingly demanding the convenience of being able to purchase periodicals on campus.

The other categories, and the percentages of stores in which they are sold, include social/literary (90.3 percent); sciences (88.6 percent); home and family (86.4 percent); specialty (85.8 percent); computer/electronics (83.5 percent); food/health (81.3 percent); men's lifestyle (77.8 percent) and "adult sophisticate" (54 percent).

The magazine categories that showed the greatest growth are those aimed primarily at women, continuing a pattern seen in last year's survey. The category with the largest percentage increase is home and family, up 13 percent. Women's lifestyle magazines were second, with a growth of nearly 12 percent, putting the category in the number one overall ranking for the first time. "Women's titles are stronger in the college market due to the rising age of students on campus and the influx of the 25-and-older group," says Orobona.

The leading women's magazine continues to be *Cosmopolitan*, which maintained its position as the best seller among all magazines sold at college stores, and moved up to become the magazine carried by the greatest percentage of these outlets.

The list of the top-10 selling college magazines in 1985 closely resembles 1984's list. The biggest changes were *TV Guide*'s move onto the list, taking the number-10 spot, and the departure of *Gentlemen's Quarterly* from the list, where it had been ranked ninth.

In terms of the percentages of college stores that carry individual titles, the top 10 titles are as follows: *Cosmopolitan* (found in 90 percent of the stores); *Glamour* (84 percent); *Time* (83.5 percent); *Newsweek* (80.7 percent); *Rolling Stone* (78.4 percent); *People* (76.8 percent); *Life* (75.6 percent); *Sports Illustrated* (74.4 percent); *Omni* (72.7 percent); and *U.S. News & World Report* (71 percent).

The survey also included findings on the popularity of national newspapers in college stores. *USA Today*, found in 68.7 percent of the stores that carry newspapers, is the most commonly stocked newspaper in the market. Other leading papers are *The New York Times* (63.5 percent) and *The Wall Street Journal* (48.7 percent). Newspapers, as a whole, however, do not fare well in college stores, with only 27 percent of all stores carrying these periodicals. Many managers indicated that this is due, in part, to the high number of student newspaper subscribers.□

Top 10 best sellers in college stores

1985	1984
1. *Cosmopolitan*	1. *Cosmopolitan*
2. *Glamour*	2. *People*
3. *Time*	3. *Playboy*
4. *People*	4. *Glamour*
5. *Playboy*	5. *Vogue*
6. *Penthouse*	6. *Newsweek*
7. *Vogue*	7. *Penthouse*
8. *Mademoiselle*	8. *Time*
9. *Newsweek*	9. *Gentlemen's Quarterly*
10. *TV Guide*	10. *Mademoiselle*

Source: *College Store Executive*

Big magazine on campus: *In 1985,* Cosmo *again headed the list of top sellers on college campuses.* TV Guide *made the list for last year, taking the place of* Gentlemen's Quarterly, *which dropped off the list after being ranked ninth in 1984.*

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Second class volume up 9% in 1985

	Pieces			Revenue		
	1985 (billions)	Change 1984-85	% of total	1985 (billions)	Change 1984-85	% of total
First class	72.44	5.9%	51.7%	$16.74	10.0%	62.4%
Second class	10.38	9.0	7.4	1.09	6.6	4.1
Third class	52.17	8.1	37.2	4.88	15.2	18.2
Fourth class	0.58	-3.9	0.4	.76	-1.4	2.8
Penalty and franked	3.29	-4.5	2.3	.90	-3.5	3.4
International	0.83	-7.3	0.6	.88	2.7	3.3
All other	0.41	2.0	0.3	11.51	6.1	5.7
Total	140.10	6.5%	100.0%	$26.81	9.7%	100.0%

Source: U.S. Postal Service

The volume of second class mail handled by the U.S. Postal Service increased by 9.0 percent in fiscal 1985, to 10.38 billion pieces. Revenue from second class mail increased by 6.6 percent, to $26.81 billion.

In addition, statistics on the first four four-week accounting periods for fiscal 1986, which started last October 1, indicate that volume compared to the same periods in 1985 was up 12.0 percent for second class mail, 3.1 percent for third class mail and 5.0 percent for all classes of mail. Revenue was up 13.3 percent for second class mail. Third class revenue gained 15.7 percent, and total revenue was up 13.3 percent.

Rate jump predicted for third class

The U.S. Postal Service Board of Governors may seek a slightly higher rate increase for third class mail than for other classes of mail in the next postal rate case, says postal consultant John Jay Daly.

Daly explains that he bases this prediction on statements made last year by members of the Postal Board of Governors. Facing some deficit problems, some of the Governors "wondered out loud," says Daly, whether the Postal Rate Commission had properly applied the correct rate increase to third class bulk mail in the last rate case. An additional rise of 0.5 percent to 1 percent would not have adversely affected the volume of third class bulk mail delivered, the Governors maintained.

Daly, a former vice president of the Direct Marketing Association, believes that these sentiments will be acted upon in the next rate case, which he thinks will be filed for in 1987.

Third class mailers have contended that the 13.8 percent average increase they received in the last rate case was improperly high. The Direct Marketing Association challenged that rate hike in the U.S. Court of Appeals, but lost. In comparison, second class jumped an average 14.2 percent, and first class had an average increase of 7.9 percent.

Daly acknowledges that his predictions about third class rates may prove to be overreaction, since there are other factors, such as changes in the make-up of the Board of Governors and PRC, that may come into play.□

Resources

Directory of Short-Run Book Printers, now in its third edition, is available from Ad-Lib Publications. The new edition lists almost 400 book printers worldwide who are capable of producing from 10 to 10,000 copies of a book, magazine, catalog or other bound publication. The price is $12 plus $1 for postage and handling. Write: Ad-Lib, P. O. Box 1102, Fairfield, Iowa 52556-1102. Telephone: 515-472-6617.

The 1986 edition of *Bacon's Media Alerts* is now available. The 724-page media guide covers 1,500 business, technical and consumer magazines as well as 200 daily newspapers. Each entry includes a description of editorial, address, contacts and other information about special issues. The coil-bound directory costs $150. In addi-

Ad sales compensation survey

Ad sales directors' average earnings: $81,287

FOLIO: presents the first industry-wide salary survey of ad sales professionals

BY JEAN ANGELO
ASSOCIATE EDITOR

Editors, circulation directors, production managers and art directors alike have been heard to say, "Ad sales, that's where the big money is." Well, is it? In answer, FOLIO: presents the first industry-wide ad sales salary survey. The survey provides a comprehensive view of magazine ad sales salaries and bonus/commissions for magazine ad sales directors, managers and salespeople.

The survey yields some interesting findings:

•Consumer magazines are more likely to have a ceiling or cap on commission and bonus programs.

•Branch and regional sales managers on consumer magazines earn higher base salaries than do their peers on business magazines.

•Women ad directors are earning lower base salaries than are their male counterparts, although they are earning virtually the same amount in bonus and commission.

•Ad directors on weeklies earn 35 percent more than ad directors on monthlies.

Ad sales directors

The average base salary for an ad sales director is $55,825 and the average commission or bonus is $25,462, for a total compensation of $81,287. Ad sales directors on consumer magazines seem to be trailing their business magazine counterparts in both salaries and commissions, by a slight margin.

The average base salary for a business magazine sales director is $58,250, and the average bonus/commission is $25,094. The base salary for the director on a consumer magazine is $54,080, and the average bonus/commission is $23,764.

Ad sales directors in the Northeast appear to receive higher base salaries than their peers in the Southern and Central states and in the West. The average base salary for an ad sales director in the Northeast is $61,486. A person holding the same job in the Southern or Central states earns $49,104, and a person in the Western states earns $49,400.

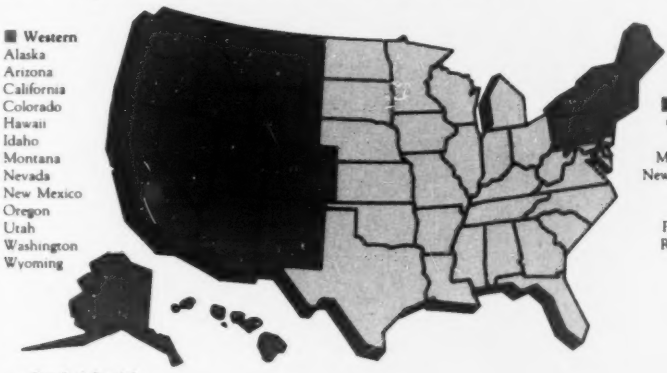
There is also a regional difference in the bonus/commission average for ad sales directors. The average bonus/commission in the Northeast is $27,428, compared to $19,573 for a director in the Southern or Central states.

Not unexpectedly, there is a steady growth in base salary and bonus/commission as the total ad revenue and ad pages increase.

For example, an ad director on a magazine that brings in less than $3

Guy Kingsbury

The regions have been divided as follows:



Western
Alaska
Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

Northeast
Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

South Atlantic/ Central

Alabama	Georgia	Kentucky	Mississippi	Ohio	Texas
Arkansas	Illinois	Louisiana	Missouri	Oklahoma	Virginia
Delaware	Indiana	Maryland	Nebraska	South Carolina	Washington, D.C.
Florida	Iowa	Michigan	North Carolina	South Dakota	West Virginia
	Kansas	Minnesota	North Dakota	Tennessee	Wisconsin

million in total ad revenue has a base salary of $43,773 and a bonus/commission of $17,977, much less than an ad director on a magazine in the $3 million to $11 million category. An ad director in the latter category earns a $58,363 base salary and gets $25,920 in bonus/commission.

Ad directors on magazines that carry 1,000 to 2,999 ad pages per year seem to earn more than directors on magazines that carry less than 1,000 pages. Ad directors in the latter category receive a base salary of $47,601 and a bonus/commission of $20,065, compared to the $62,843 base salary and the $28,830 bonus/commission going to ad directors in the 1,000 to 2,999 page category.

The male ad sales directors in FOLIO:'s survey are earning higher base salaries than the women. A woman ad director receives a $43,140 base salary, compared to her male counterpart, who earns $59,484. There is not, however, a great difference in the average bonus/commission. Women are earning a bonus/commission of $26,781, slightly higher than the $25,066 for men.

Base salary does appear to increase as the number of employees that an ad director supervises increases. An ad director who supervises fewer than six people receives a base salary of $40,160. The ad director with six to 10 people under his or her supervision is paid a $55,901 base salary, and the director responsible for more than 10 employees gets $71,547.

The highest bonus/commission total also goes to the directors who supervise more than 10 employees. Their average bonus/commission is $29,742.

Generally, the more years in the business, the higher the base salary and bonus/commission total. Ad directors who have up to 10 years of experience receive a $44,269 base salary and a $23,811 bonus/commission. An ad director who has logged in 11 to 25 years in the business earns a $67,265 base salary and a $27,210 bonus/commission.

Those who work on weeklies earn significantly more than directors on monthly magazines. The base salary for a director on a weekly is $71,595, compared to the base salary for a director on a monthly, which is $53,106. Bonuses and commissions are also higher for directors on weeklies. They get an average of $31,735.

Ad sales managers

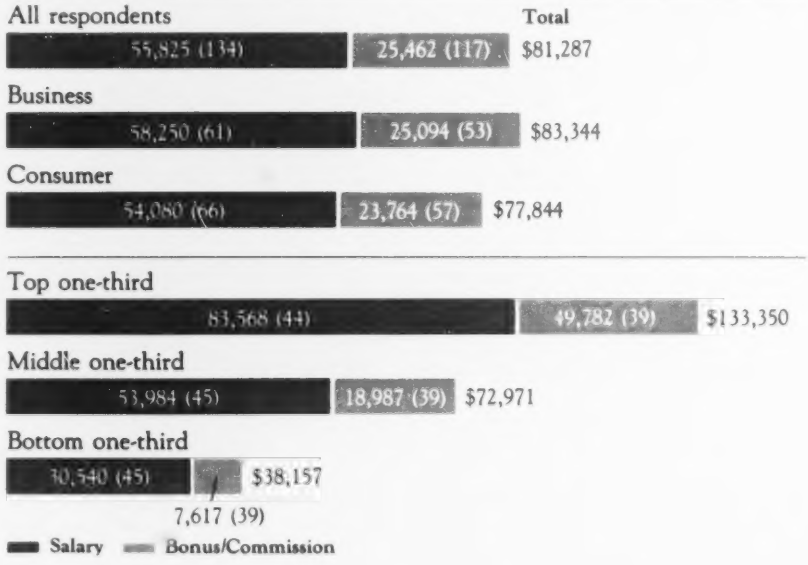
The average base salary for an ad sales manager is $48,836, and the average commission or bonus is $19,472, bringing the total compensation to $68,308. Business managers seem to be lagging behind their peers on consumer magazines in overall base salary and bonus/commission averages.

Ad sales managers on business magazines are earning an average base salary of $40,712 and a bonus/commis-

Ad Sales Director

Advertising sales director (in some cases may have the title of publisher): Manages ad sales department, sets policies and procedures, is responsible for reaching goals and quotas, hires and trains personnel, supervises branch managers.

Average compensation (The number of respondents is in parentheses.)



sion of $15,868—which is less than the base salary of $53,843 and bonus/commission of $20,905 going to consumer managers.

The salary and bonus/commission average for this group is the highest in the Northeast—base salary being $54,183 and bonus/commission being $21,308.

Salaries and bonus/commission averages seem to increase as total ad revenue and ad page totals for the magazine go up. Ad managers on magazines with less than $8 million in total ad sales receive a base salary of $43,125 and a bonus/commission of $19,302. This compares to managers on magazines with more than $8 million in ad sales who make $56,882 in base salary and $21,178 in bonus/commission.

Ad sales managers on magazines that carry fewer than 1,000 pages annually get $45,403 in base salary and $18,137 in bonus/commission. Those who work on magazines that bring in more than 1,000 pages make 26 percent more in base salary, or $57,034. The bonus/commission is $22,550.

There is also an indication that men who are ad sales managers are earning more than women in the same position. A female ad sales manager earns a base salary of $36,900 and a bonus/commission of $17,450. A male ad sales manager earns a base salary of $52,468 and a bonus/commission of $20,101.

Branch/regional managers

The average base salary for a branch or regional manager is $45,873, and the average bonus/commission is $29,741, for a total compensation of $75,614. In this personnel category, those on business magazines appear to be making a 28 percent lower base salary than consumer branch or regional managers. The base salary for a consumer magazine regional manager is $52,571, compared to $37,722 for a manager on a business magazine. There is, however, no major difference in bonus/commission averages. They are $30,453 and $27,991, respectively.

There appears to be an overall trend in this category for consumer regional/branch managers to earn higher base salaries. For example, the base salary for a consumer manager in the Northeast is 60 percent higher than the business manager's for this region. The average base salary for a consumer manager is $49,533; for the business manager, $31,092.

"There should never be a ceiling for anyone in a sales capacity. Sales is an incentive game."

Ad sales director in the Northeast earning $15,000 commission and $60,000 base salary.

There is also a significant difference in average base salaries for branch/regional managers on magazines that run 1,000 to 2,999 pages. Consumer managers earn $60,441; business managers earn $40,476.

Male managers on consumer mag-

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$61,486 (72)	$27,428 (63)	$57,827 (29)	$25,065 (23)	$63,717 (39)	$28,527 (36)
South Atlantic/Central	$49,104 (43)	$19,573 (34)	$56,666 (24)	$21,613 (22)	$40,147 (17)	$15,833 (12)
Western	$49,400 (17)	$28,588 (18)	$69,000 (6)	$34,500 (6)	$40,180 (10)	$15,288 (9)
By ad revenue:						
Under $3 million	$43,773 (49)	$17,977 (40)	$47,238 (18)	$18,200 (15)	$42,688 (27)	$16,266 (21)
$3 million-$11,999,999	$58,363 (55)	$25,920 (50)	$62,705 (34)	$24,482 (29)	$51,333 (21)	$27,904 (21)
$12 million and over	$74,554 (22)	$37,055 (18)	$65,571 (7)	$40,000 (6)	$75,476 (13)	$31,700 (10)
By ad pages:						
Under 1,000	$47,601 (66)	$20,065 (55)	$55,340 (20)	$17,812 (16)	$45,069 (42)	$20,402 (35)
1,000-2,999	$62,843 (55)	$28,830 (50)	$57,636 (33)	$26,400 (30)	$69,733 (21)	$31,552 (19)
3,000 and over	$79,388 (9)	$32,571 (7)	$71,357 (7)	$29,600 (5)	$105,000 (1)	$20,000 (1)
By sex:						
Female	$43,140 (30)	$26,781 (27)	$50,088 (9)	$23,500 (8)	$42,284 (19)	$22,818 (16)
Male	$59,484 (104)	$25,066 (90)	$59,663 (52)	$25,377 (45)	$58,848 (47)	$24,134 (41)
By no. of employees under respondent's supervision:						
Less than 6	$40,160 (40)	$22,870 (34)	$51,830 (13)	$22,454 (11)	$35,209 (22)	$19,227 (18)
6-10	$55,901 (51)	$23,095 (47)	$57,187 (32)	$23,375 (28)	$53,736 (19)	$22,684 (19)
Over 10	$71,547 (42)	$29,742 (35)	$65,593 (16)	$27,192 (13)	$73,145 (24)	$28,875 (20)
By years in the business:						
Up to 10 years	$44,269 (69)	$23,811 (63)	$54,396 (26)	$24,351 (27)	$39,132 (40)	$23,944 (34)
11-25	$67,265 (47)	$27,210 (38)	$57,895 (24)	$24,361 (18)	$76,619 (21)	$25,305 (18)
Over 25	$70,250 (18)	$25,400 (15)	$68,136 (11)	$29,250 (8)	$79,000 (5)	$17,000 (5)
By frequency:						
Weekly	$71,595 (21)	$31,735 (17)	$67,366 (15)	$29,583 (12)	$82,166 (6)	$36,900 (5)
Monthly	$53,106 (77)	$25,508 (70)	$54,585 (27)	$24,115 (26)	$53,804 (44)	$25,335 (39)
Other	$54,607 (28)	$21,038 (26)	$53,133 (15)	$22,153 (13)	$51,833 (12)	$12,272 (11)

azines earn a base salary of $54,046, compared to males on business magazines, whose average is $40,425. Consumer magazine managers on monthlies are also making significantly more than their business counterparts. The consumer manager's base salary is $48,271, compared to the business manager's salary of $34,117.

Overall, regional and branch managers in the West seem to earn a higher base salary and bonus/commission than managers in other regions. Managers in the West earn a base salary of $55,267, and a bonus/commission of $39,693, compared to $39,944 base salary and $29,596 bonus/commission for managers in the Northeast.

Total ad revenue does not seem to make a difference in base salaries for those managers who work on magazines with total ad revenue less than $3 million and those magazines with ad revenue in the $3 million to $11 million range. Both base salary averages are close to $40,000. But there is a marked difference in the bonus/commission averages for these two groups. Managers at the lower ad revenue producing magazines are earning an average of $16,772, compared to those in the $3 million to $11 million category, who are earning $28,532. Those on magazines with even higher total ad sales revenue are earning a bonus/commission of $39,333.

There is an indication in this group that males are earning a higher base salary, in this case $47,880, than females, who are earning $38,008, but bonus/commission averages for both sexes are close to $30,000.

Ad sales person

For the personnel in this category, the average base salary is $33,037 and the average bonus/commission is $22,766, for a total of $55,803. Unlike the base salaries for business and consumer personnel in some other groups, the base salaries in this group are not significantly different.

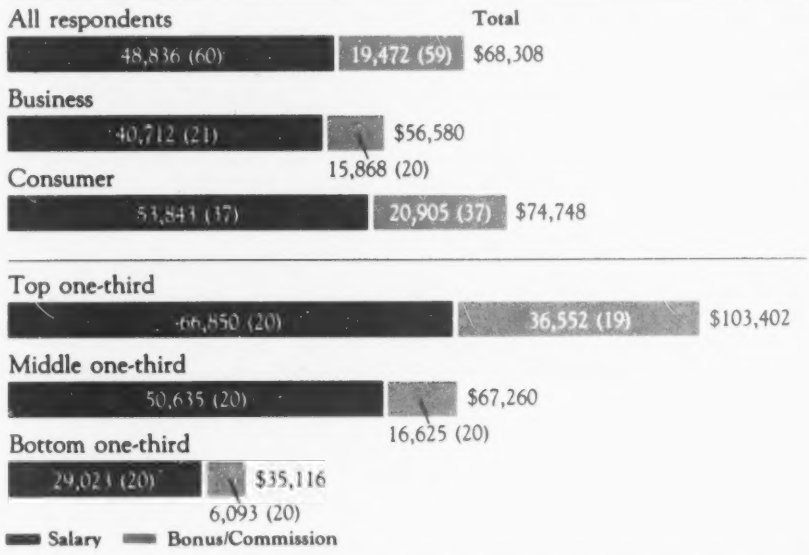
"My compensation is excellent and there is no ceiling if quota is attained by the entire staff."

Ad sales director in the Northeast earning $70,000 salary and $6,000 in commission.

Ad Sales Manager

Ad sales manager: Reports to director, *has management but not policy responsibility* for personnel within the department.

Average compensation (The number of respondents is in parentheses.)



An ad sales person on a business magazine is earning a base salary of $33,369, only slightly higher than the base salary paid to the consumer ad sales person, which is $32,731.

The differences in bonus/commission averages for these two overall, however, are great. Business magazine ad sales people are taking home a bonus/commission of $25,615, compared to the consumer group, which is earning $18,205.

Unlike the other three personnel groups in FOLIO:'s survey, which show base salary differences between the three geographic regions, ad sales people in all three regions are making approximately the same base salary. It is approximately $33,000.

Bonus/commission averages for the three regions are also not significantly different. In the Northeast, an ad sales person earns a bonus/commission of $19,465; in the South/central states, $25,842; and in the West, $24,354.

The base salaries for ad sales people who work on magazines in the $12 million or more ad revenue category are 84 percent higher than base salaries for those in the lowest range (under $3 million). Base salary for those in the $12 million and over group is $43,070, compared to $23,350 for those in the lowest group. Ad sales people in the middle range ($3 million to $11 million) earn a base salary of $35,908.

Bonus/commission averages for ad sales people in these revenue ranges do not really differ, however. The highest bonus/commission is in the $12 million and over range. It is $26,729.

In this personnel group, males' salaries and commissions seem to be much higher than those of the females. Men are earning an average base salary of $38,635, and an average bonus/commission of $27,740. Women are earning $25,697 in average base salary and $14,557 in bonus/commission.

Bonus/commission averages do increase as ad sales people accrue years in the business. Those with four to 10 years in the business are earning twice as much in commission/bonus as those with less than three years. The average bonus/commission for someone with four to 10 years is $23,658, compared to $11,346 being earned by those with less experience. Respondents with more than 10 years earn an average bonus/commission of $31,508.

Deferred compensation

Sixty percent of the ad sales directors in FOLIO:'s survey are offered a

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$54,183 (30)	$21,308 (31)	$46,687 (8)	$12,821 (8)	$56,761 (21)	$23,318 (22)
South Atlantic/Central	$39,847 (18)	$18,941 (17)	$35,526 (10)	$20,400 (10)	$48,428 (7)	$17,500 (6)
Western	$48,950 (12)	$15,118 (11)	$42,066 (3)	$ 5,400 (2)	$51,244 (9)	$17,277 (9)
By ad revenue:						
Under $8 million	$43,125 (26)	$19,302 (26)	$35,732 (14)	$15,490 (13)	$51,000 (11)	$21,291 (12)
$8 million and over	$56,882 (28)	$21,178 (28)	$58,540 (5)	$18,600 (5)	$56,521 (23)	$21,739 (23)
By ad pages:						
Under 1,000	$45,403 (27)	$18,137 (26)	$41,966 (9)	$19,759 (8)	$47,122 (18)	$17,416 (18)
1,000 and over	$57,034 (26)	$22,550 (26)	$48,112 (8)	$14,537 (8)	$61,058 (17)	$25,000 (17)
By sex:						
Female	$36,900 (14)	$17,450 (14)	$28,566 (6)	$10,800 (6)	$46,028 (7)	$23,785 (7)
Male	$52,468 (46)	$20,101 (45)	$45,570 (15)	$18,041 (14)	$55,666 (30)	$20,233 (30)
By no. of employees under respondent's supervision:						
Less than 6	$41,946 (29)	$18,441 (28)	$36,232 (14)	$17,375 (13)	$47,280 (15)	$19,366 (15)
6 and over	$56,655 (27)	$19,076 (26)	$50,540 (5)	$13,800 (5)	$59,700 (20)	$19,421 (19)
By years in the business:						
Up to 10 years	$43,759 (37)	$15,913 (36)	$34,238 (13)	$11,406 (12)	$50,043 (23)	$18,391 (23)
Over 10	$57,002 (23)	$25,043 (23)	$51,232 (8)	$22,562 (8)	$60,085 (14)	$25,035 (14)
By frequency:						
Weekly	$46,090 (10)	$20,350 (10)	$35,225 (4)	$12,625 (4)	$59,400 (5)	$28,000 (5)
Monthly	$48,561 (37)	$19,883 (36)	$42,889 (13)	$19,066 (12)	$51,269 (23)	$19,217 (23)
Other	$53,409 (11)	$18,597 (11)	$38,833 (3)	$11,025 (3)	$58,875 (8)	$21,437 (8)

deferred compensation pension or profit-sharing plan. Business magazines are more likely to offer such plans to their ad sales directors, according to FOLIO:'s respondents. Eighty-one percent of the directors on business magazines are offered such plans, compared to 40.3 percent on consumer titles.

Overall, 59.7 percent of the ad sales managers and 71.1 percent of the branch/regional managers are offered deferred compensation plans.

Sixty-seven percent of those in the ad sales people category are offered deferred compensation plans. In this group, males are more likely than females to be offered the option. Seventy-five percent of the men in this category are offered deferred compensation plans, compared to 54.5 percent of the females.

Bonus/commission ceilings

Ad sales managers are more likely than ad sales directors or branch/regional managers to have a ceiling on their bonus or commission. Twenty-seven percent of the ad sales managers have a ceiling imposed, as compared to 16.7 percent of ad sales directors.

In each of the four personnel groups, consumer magazines are more likely to have a ceiling. Twenty-three percent of the ad directors on consumer titles have a ceiling, versus 10 percent on business magazines. Thirty-three percent of the ad sales managers on consumer magazines have a ceiling, compared to 19 percent on business magazines.

"I wish I made a hell of a lot more money. Yes, I know the answer is to sell more advertising. I wish compensation was based strictly on commission."

Branch/regional manager in the South, earning $22,500 base salary and $20,000 commission.

Using the numbers

It is important to be cautious when using the numbers to determine salary structures. In many instances, there were not enough respondents in cells to allow meaningful comparisons. For this reason, the number of respondents in each cell is published next to the average salary or bonus/commission in that category.

This survey is also limited to comparing one variable at a time. While FOLIO: is able to spot meaningful differences between the salaries of, for example, male and female ad sales directors, we are unable to analyze whether the females in this category have fewer years in the business, or work on the lower ad revenue producing magazines.

Calls for change

In addition to comments about salary, many respondents offered their views on staff structure and policy. Many talked about quotas. Some typical comments:

•"Although a definite 'ceiling' does not exist, annual 'games' with quotas make it increasingly difficult to earn more."

•"There should never be a ceiling for anyone in a sales capacity. Sales is an incentive game."

Others addressed the problems of managing other salespeople:

•"We do not get an override on our salespeople's efforts, but we spend lots of time assisting them and going on calls with them."

•"I feel that I should receive a percentage of all ad sales," insists one ad director.□

"Commissions are paid only after quotas have been met."

Branch/regional manager in the West earning $28,000 base salary and $14,000 bonus.

"I started out on commission and didn't like it. I was not making enough money so asked for $20,000 now, and as business gets better, I will ask for more. I sell for the challenge and the service we provide, not for the bonus. The guarantee lets me feel secure and just do my best."

Woman ad sales person in the Midwest with one year of experience.

"I would like to see the company take the cap off, and would like to see compensation for new business."

Branch/regional manager in the Midwest with 18 years experience earning $65,000 base salary and $35,000 commission.

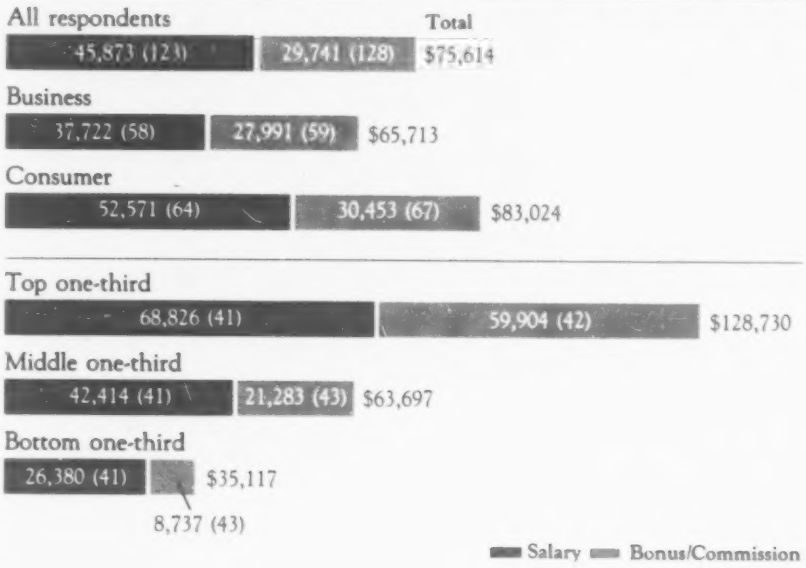
"It beats working for a living."

Ad sales person in the Midwest earning a salary in the mid-twenties and $3,000 bonus.

Branch/Regional Manager

Branch/regional manager (may also be "category manager"): Responsible for selling ad pages to accounts in specific geographic areas, or responsible for selling to accounts from specific categories (liquor, tobacco, cosmetics, etc.). May supervise some sales staff.

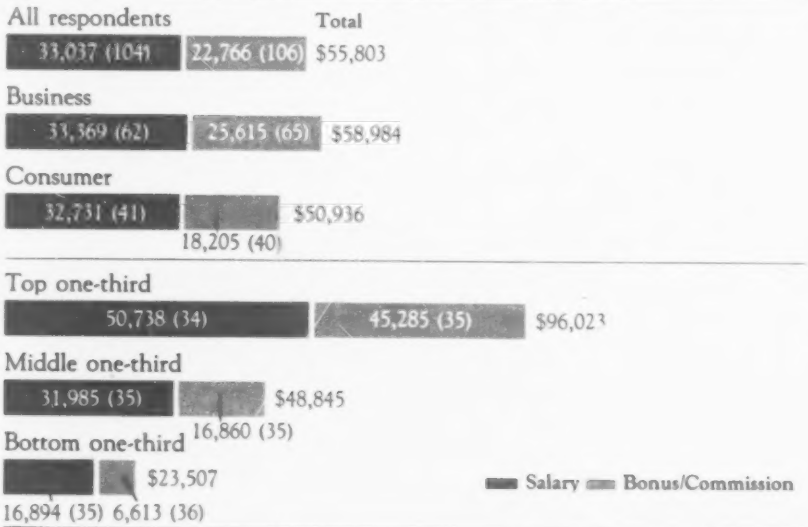
Average compensation (The number of respondents is in parentheses.)



Ad Sales Person

Advertising sales person (may be called account executive): Calls on clients and agencies, makes presentations, maintains current accounts, develops new accounts.

Average compensation (The number of respondents is in parentheses.)



	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$39,944 (50)	$29,596 (51)	$31,092 (26)	$27,365 (26)	$49,533 (24)	$31,916 (25)
South Atlantic/Central	$46,617 (45)	$23,195 (46)	$36,642 (21)	$22,318 (22)	$55,345 (24)	$24,000 (24)
Western	$55,267 (28)	$39,693 (31)	$55,454 (11)	$40,818 (11)	$52,968 (16)	$37,027 (18)
By ad revenue:						
Under $3 million	$39,952 (25)	$16,772 (25)	$30,538 (13)	$14,250 (12)	$50,150 (12)	$19,100 (13)
$3 million-$11,999,999	$39,928 (45)	$28,532 (50)	$34,169 (23)	$29,944 (27)	$45,950 (22)	$26,873 (23)
$12 million and over	$52,072 (40)	$39,333 (42)	$42,076 (13)	$37,538 (13)	$56,885 (27)	$39,071 (28)
By ad pages:						
Under 1,000	$37,497 (47)	$18,982 (47)	$31,050 (20)	$16,875 (20)	$42,274 (27)	$20,544 (27)
1,000 - 2,999	$51,198 (54)	$33,884 (59)	$40,476 (25)	$33,574 (27)	$60,441 (29)	$32,990 (31)
3,000 and over	$52,500 (14)	$47,406 (16)	$48,500 (8)	$38,388 (9)	$57,833 (6)	$59,000 (7)
By sex:						
Female	$38,008 (25)	$29,592 (25)	$26,172 (11)	$22,181 (11)	$47,307 (14)	$35,414 (14)
Male	$47,880 (98)	$29,777 (103)	$40,425 (47)	$29,322 (48)	$54,046 (50)	$29,143 (53)
By no. of employees under respondent's supervision:						
None	$39,924 (50)	$26,748 (49)	$35,846 (30)	$26,017 (28)	$46,040 (20)	$27,723 (21)
One	$45,613 (22)	$37,040 (25)	$37,875 (8)	$38,500 (10)	$50,035 (14)	$33,642 (14)
2 or more	$54,515 (45)	$30,346 (47)	$42,766 (15)	$27,500 (15)	$59,368 (29)	$31,251 (31)
By years in the business:						
Up to 10 years	$37,224 (53)	$22,818 (55)	$30,756 (23)	$21,295 (22)	$42,183 (30)	$22,390 (32)
11-25	$49,991 (45)	$39,318 (50)	$39,690 (21)	$32,833 (24)	$59,004 (24)	$45,303 (26)
Over 25	$56,800 (25)	$25,478 (23)	$46,214 (14)	$30,384 (13)	$68,300 (10)	$16,222 (9)
By frequency:						
Weekly	$57,552 (19)	$34,736 (19)	$44,687 (8)	$38,000 (8)	$66,909 (11)	$32,363 (11)
Monthly	$42,848 (68)	$29,401 (72)	$34,117 (29)	$23,655 (29)	$48,271 (38)	$32,095 (41)
Other	$41,492 (27)	$27,913 (29)	$41,722 (18)	$30,690 (21)	$41,033 (9)	$20,625 (8)

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$32,930 (46)	$19,465 (46)	$31,973 (26)	$23,196 (28)	$34,175 (20)	$13,661 (18)
South Atlantic/Central	$33,013 (38)	$25,842 (38)	$35,500 (27)	$27,611 (27)	$27,100 (10)	$21,650 (10)
Western	$33,330 (20)	$24,354 (22)	$31,011 (9)	$27,000 (10)	$35,227 (11)	$22,150 (12)
By ad revenue:						
Under $3 million	$23,350 (28)	$22,360 (28)	$25,435 (14)	$23,593 (16)	$20,976 (13)	$20,781 (11)
$3 million-$11,999,999	$35,908 (37)	$21,657 (38)	$37,577 (27)	$24,553 (28)	$31,400 (10)	$13,550 (10)
$12 million and over	$43,070 (24)	$26,729 (24)	$36,946 (15)	$31,333 (15)	$53,277 (9)	$19,055 (9)
By ad pages:						
Under 1,000	$28,760 (43)	$16,981 (44)	$30,536 (19)	$18,318 (22)	$27,354 (24)	$15,645 (22)
1,000 - 2,999	$34,758 (39)	$23,710 (38)	$35,077 (27)	$26,777 (27)	$34,041 (12)	$16,181 (11)
3,000 and over	$51,236 (11)	$38,583 (12)	$42,450 (8)	$42,444 (9)	$74,666 (3)	$27,000 (3)
By sex:						
Female	$25,697 (45)	$14,557 (40)	$25,945 (22)	$17,263 (19)	$25,460 (23)	$12,109 (21)
Male	$38,635 (59)	$27,740 (66)	$37,452 (40)	$29,065 (46)	$42,022 (18)	$24,942 (19)
By years in the business:						
Up to 3 years	$25,864 (31)	$11,346 (30)	$27,821 (14)	$13,366 (15)	$24,252 (17)	$ 9,326 (15)
4-10	$29,380 (40)	$23,658 (41)	$27,578 (23)	$25,833 (24)	$31,817 (17)	$20,588 (17)
Over 10	$44,209 (33)	$31,508 (35)	$41,804 (25)	$32,480 (26)	$55,542 (7)	$29,787 (8)
By frequency:						
Weekly	$43,741 (17)	$18,031 (16)	$38,883 (12)	$16,681 (11)	$55,400 (5)	$21,000 (5)
Monthly	$30,342 (45)	$21,607 (51)	$26,866 (21)	$25,680 (25)	$33,383 (24)	$17,692 (26)
Other	$32,781 (37)	$25,300 (34)	$37,273 (26)	$30,653 (26)	$22,163 (11)	$ 7,900 (8)

Percentage whose companies have a ceiling on bonus/commission

(The number of respondents is in parentheses.)

	Ad sales director	Ad sales manager	Ad branch/ regional mgr.	Ad sales person
Total respondents	16.7% (132)	27.1% (59)	16.3% (135)	9.7% (113)
Business magazine respondents	10.0% (60)	19.0% (21)	3.2% (63)	5.8% (69)
Consumer magazine respondents	23.1% (65)	33.3% (36)	28.6% (70)	16.3% (43)
By sex:				
Female	11.1% (9)	16.7% (6)	0.0% (11)	14.3% (21)
Male	9.8% (51)	20.0% (15)	3.8% (52)	2.1% (48)
By ad revenue				
Under $5 million	6.9% (29)	9.1% (11)	9.1% (22)	6.7% (30)
$5 million and over	14.3% (28)	25.0% (8)	0.0% (31)	3.1% (32)

Percentage whose companies offer deferred compensation

(The number of respondents is in parentheses.)

	Ad sales director	Ad sales manager	Ad branch/ regional mgr.	Ad sales person
Total respondents	60.0% (140)	59.7% (62)	71.1% (135)	67.0% (115)
Business magazine respondents	81.3% (64)	68.2% (22)	68.3% (63)	68.6% (70)
Consumer magazine respondents	40.3% (67)	52.6% (38)	72.9 (70)	63.6% (44)
By sex:				
Female	80.0% (10)	71.4% (7)	63.6% (11)	54.5% (22)
Male	81.5% (54)	66.7% (15)	69.2% (52)	75.0% (48)
By ad revenue				
Under $5 million	80.0% (30)	50.0% (12)	54.5% (22)	61.3% (31)
$5 million and over	83.9% (31)	87.5% (8)	77.4% (31)	71.9% (32)

Methodology

Five hundred and eight of the 1,170 advertising sales professionals who received questionnaires responded to the survey. The response rate is 43.4 percent. Of the total responses received, 454 contained enough adequate information to be used for tabulation.

The survey was conducted in October and November last year, and thus reflects 1985 earnings.

Sixty-five percent of the professionals surveyed work for publications ranked in The Folio: 400. Note that in FOLIO:'s previous salary surveys, the percentage of personnel surveyed from The Folio:400 was considerably smaller.

In some cases, respondents did not give an exact bonus or commission figure, but gave an expected range. In these cases, the mean was used for tabulation. For example, if an ad sales professional indicated that his or her annual bonus/commission would be between $10,000 to $12,000, the mean of $11,000 was accepted as that respondent's expected bonus/commission for the year.

With each compensation chart in this survey, FOLIO: has included a job description that applies to the personnel in that category. These job descriptions were printed on our questionnaire. Respondents were asked to mark the description that most accurately listed their duties.